



PARAMAKKAVU COLLEGE OF ARTS AND SCIENCE

THRISSUR AFFILIATED TO UNIVERSITY OF CALICUT. U.O. No. 2436/2013/CU
(Managed by Sree Paramakkavu Educational, Cultural and Charitable Trust)

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BEST PRACTICES -1

TITLE

Empowering Mothers to Entrepreneurs.

OBJECTIVES OF THE PRACTICE

- To enhance self-esteem and confidence through training and support, helping mothers realize their potential and capabilities.
- To encourage a culture of continuous learning and personal growth among the participants.
- To enable mothers to contribute to their family's income, improving their economic stability and overall quality of life.
- To provide continuous support to help mothers implement what they have learned. □ To provide training on starting and running a small business.

THE CONTEXT

Paramakkavu College of Arts and Science had decided to take measures to reduce unemployment among parents of the college students by providing various workshops each year. As a part of this the college provides soap making classes to unemployed mothers of students for becoming self-employed in the current year. Teaching soap making to unemployed mothers of students serves as a practical and accessible means of addressing challenges. By imparting a valuable skill that can be used to create a marketable product, such as handmade soap, and providing opportunities to sell these products at exhibition stalls. Unemployment often leads to financial strain within families, impacting the ability to provide for basic needs such as food, shelter, and education for their children. Promoting local entrepreneurship and small-scale businesses can contribute to the economic development of the community while also fostering a sense of pride and ownership among its members. This initiative addresses immediate economic needs and also contributes long-term community development and empowerment. It highlights the importance of leveraging

local resources, skills, and community support to create sustainable solutions to unemployment and financial instability.

THE PRACTICE

By implementing these best practices, Paramekkavu College of arts and science can empower the unemployed mothers of students through soap making training and exhibition stall opportunities. This enables them to gain employment, generate income, and contribute to the economic development of their communities. The training sessions cover all aspects of soap making, from ingredient selection to packaging. Session provides mentorship opportunities, regular feedback sessions, and access to resources such as online forums or helplines where they can seek assistance and advice and have access to the necessary resources and equipment for soap making, such as raw materials, tools, and workspace. In addition to soap making skills, provide training in basic business skills such as pricing, marketing, sales, and customer service. This help mothers to develop business plans and strategies for promoting and selling their products at exhibition stalls. This class encourages them to share their experiences, learn from each other's successes and challenges, and collaborate on joint marketing or sales initiatives.

EVIDENCE OF SUCCESS

Evidence of success can be gathered through sales figures and employment rates. This empowers unemployed mothers by providing a skill that can lead to economic independence. Soap making can be a good business opportunity, allowing them to generate income for themselves and their families. This program involves mothers of students who can indirectly support their children's education by providing financial resources for school fees, supplies, and other educational needs. This program helps to develop the entrepreneurship skills among the mothers and also understand how to market and sell the products effectively. The Participation in exhibition stalls provides opportunities for the mothers to connect with other entrepreneurs, potential collaborators, suppliers, and customers. Building a network within the local business community can open doors to new opportunities and partnerships.





PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED

Mothers without jobs might not have access to the money, supplies, or tools needed to make soap. Selling soap products in markets can be difficult, particularly for first-time business owners. It can be challenging to maintain constant quality standards in soap production, especially when production scales up. In a market that is competitive, developing a brand identity and increasing exposure for soap goods might be difficult. Effective planning, money management, and product pricing can be challenging for first-time business owners. It might be difficult for mothers to juggle their soap-making endeavours with other obligations, such as child care and housework. Starting a business can be emotionally draining, particularly for people who are unemployed or have unstable finances. Resources encountered are by enrolling in training courses they understand both fundamentals of business and the technical facts of manufacturing soap. This helps to set up sales channels, create marketing strategies, and find target customers and also get a chance to take part in internet forums, local markets, and exhibitions. They also assist about the governing product labelling, hygienic requirements, and business registration and include logos, packaging designs, and advertising material.